

Store
Hours
9 to 5:30Sales for Monday;
Store Closed Tuesday**GIMBEL BROTHERS**
32ND STREET - BROADWAY - 33RD STREET NEW YORK CITYSales for Monday;
Store Closed TuesdayPhone:
Pennsylvania
5100

Maintaining Old High Standards : Creating New Low Prices

Annual March Sale Dinnerware : Glassware : Art Objects : Lamps

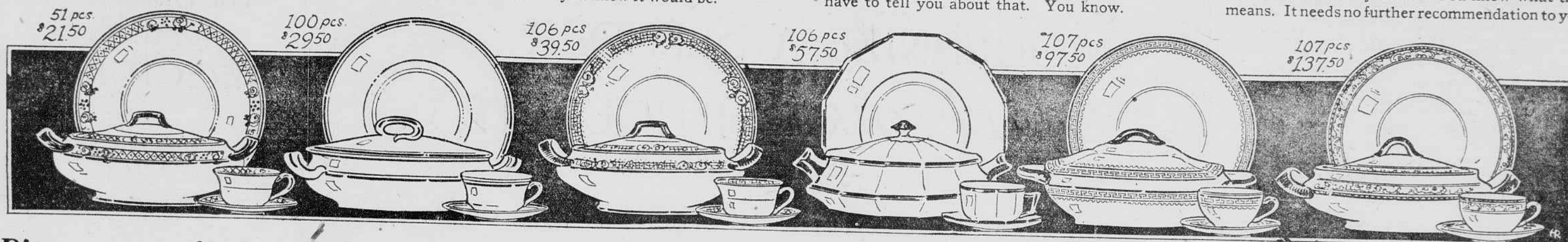
We had to do a lot in this sale. We've done it.
We had to live up to other Gimbel China and Art Object Sales:

The Mauser Sale; the Bedell Sale; the Bawo & Dotter Sale; the Borgfeldt Sale; the Higgins & Seiter Sale of glorious memory. We've done it.

There is more than the usual Gimbel China Sale volume: \$750,000 worth of merchandise. GOOD merchandise. Otherwise it wouldn't be here. GOOD merchandise not just bought. Selected piece by piece as for a connoisseur's collection. Treasures from the cream of world markets. As it ever has been. As you knew it would be.

On this good merchandise there are 20% to 50% savings. Maybe that statement has ceased to have force thru repetition elsewhere. NOT at Gimbels. Gimbel savings on Gimbel quality china. And Gimbel savings on Gimbel quality china in spite of peak-china prices. We don't have to tell you about that. You know.

Every single one of our entire stock of 3,500 Dinner Sets ruthlessly reduced. Not a single one excepted. All our open stock dinnerware and table glassware reduced 20%. Not a single item excepted. Volume—quality—savings—a typical Gimbel China Sale on every count. You know what that means. It needs no further recommendation to you.



Dinnerware from America : England : France : Japan : Our Entire Stock Magnificently Reduced

51 Pc. American Porcelain Dinner Set in several smart border designs; coin gold handles. **\$21.50**

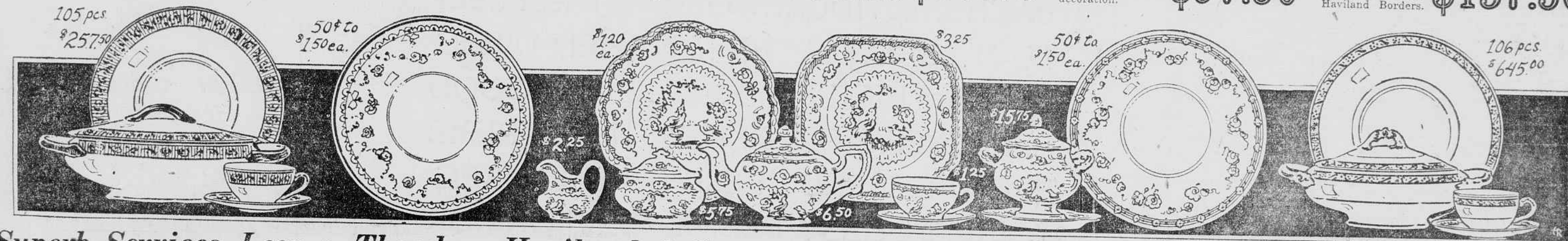
100 Pc. American Porcelain Dinner Set; blue or green plain line borders; gold handles. **\$27.50**

106 Pc. American Porcelain Dinner Sets; numerous designs; many open stock patterns. **\$39.50**

106 Pc. Fine English Porcelain Dinner Sets; Colonial shape; coin gold edges and handles. **\$57.50**

107 Pc. Fine Imported China Dinner Sets in the popular black and gold decoration. **\$97.50**

107 Pc. Theodore Haviland & Co. Dinner Sets. Three typical Theodore Haviland Borders. **\$137.50**



Superb Services Less : Theodore Haviland & Co. China : Half Price Copeland Spode : One-Third Off

105 Pc. Rich Gold Encrusted Dinner Service; with wide acid etched border. Surprisingly lovely. **\$257.50**

March Sale Price

Theodore Haviland China at Half Price

Plates, 50c to \$1.50 ea.

Cups and Saucers, \$1.00 to \$1.50 ea.

Not All Items in Stock; Perhaps Those YOU Need; Other Items at Similar Savings

Covered Vegetable Dishes, \$3.95.

Bouillon Cups and Saucers, \$2.00.

Gimbels China and Glassware Shop—Fifth Floor

China : Half Price

Copeland English Spode Dinnerware: 33 1/3% Off

Famous Chelsea Exotic Bird Pattern

Plates, 75c to \$1.25.

Tea Cups, \$1.25.

Fruit Saucers, 60c.

Copeland Spode : One-Third Off

Meat Dishes - \$2.00 to \$6.75

Cereal Dishes - 65c ea.

Uncovered Vegetable Dishes, \$3.45.

106 Pc. Superb English China Service; encrusted gold border removed from edge, from one of England's most renowned makers. **\$645**

March Sale Price

Every Open Stock Dinner
Ware Pattern Reduced 20%

DOWNSTAIRS—Too —Phenomenal Values



Judge from the few we have space to list the savings in store for you here: JUST 1000 of these

31-Pc. American Porcelain Dinner Sets
\$3.95

Choice of two designs; one plain gold band; the other gold lace border. Mail orders will be filled with either number as long as quantities last. 6 dinner plates; 6 bread and butter plates; 6 fruits; 6 cups and saucers; 1 meat dish.

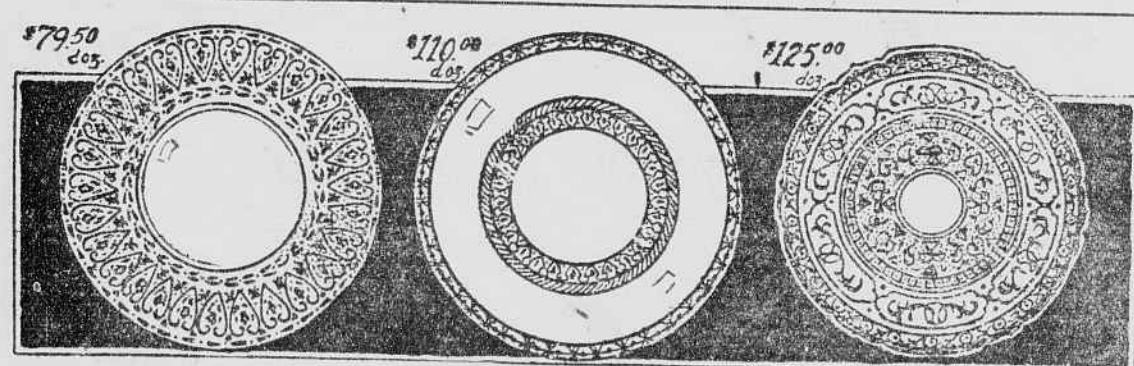
1,000 Pcs. of American Porcelain in blue delft wind-mill design. Sold by the piece or in sets. 31 Pc. Set, \$4.95. 50 Pc. Set, \$7.95. 106 Pc. Set, \$18.95

3,000 Dozen Thin Japanese Cups and Saucers. 19c, 25c

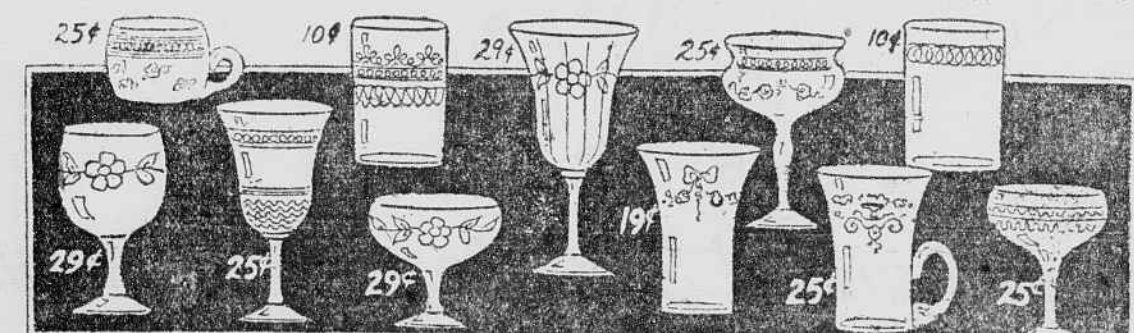
250 Light Cut Blown Water Sets; truly sensational value. \$1.45

2,000 Sets Yellow Mixing Bowls, "seconds," 5 to set. 89c

GIMBELS—Downstairs Lower Floor



Supreme Savings on Service Plates

Rich Gold Encrusted Service Plates of rare beauty and distinction. Few dozens of a kind... **\$79.50 Doz.**Crown Sutherland English Service Plates, full acid etched design; gold burnished border... **\$125 Doz.**Lenox Service Plates; the superb Lenox china with the elegance of white and gold... **\$110 Doz.**Minton Dessert Plates in paste colors—the wonderful reds and rose Minton tints... **\$95.00 Doz.**

60,000 Pieces Thin Light-blown Glass : HALF

Plain glassware, needle-etched glassware, engraved glassware at half regular prices:

Water Goblets	Plain	Light-cut
Sherbets; tall or low-stemmed	19c to 29c	29c to 29c
Grape Fruit Glasses	19c to 29c	29c to 50c
Wine; Cocktail Glasses	19c to 29c	29c to 29c



5,000 Pieces Rich American Cut Glass : REDUCED

Fruit Bowls	\$4.45	Hundreds of Odd Pieces of Cut Glass on Specially Priced Tables	Water Sets	\$15.00
Salad Bowls	\$6.95		Water Jugs	\$3.95
Orange Bowls	\$5.95		Bon-Bon Dishes	\$1.95

GIMBELS China and Glassware Shop—Fifth Floor

According to Gimbel China
Shop Precedent No C. O. D.s

UPSTAIRS—Our Most Sensational LAMP SALE

To celebrate the opening of the NEW Lamp Shop—these drastic price cuts. SUPREME VALUE here.

**12 Styles in Handsome
FLOOR Lamps**
\$24.95

Mahogany finish stands; 12 styles in silk shades to choose from.

Floor Lamps complete; solid mahogany stand; light pull socket; choice of shades **\$27.75**Table Lamps complete; four styles in mahogany finish stands; 4 styles in shades; 2 light pull socket **\$15.75**Table Lamps complete; solid mahogany stand; one light; choice of 3 styles in shades. **\$6.95**Candle Shades in great variety of colors and styles; all silk; HALF PRICE. **\$1.50 to \$2.95**Metal Table Lamps; bronze finish; bead glass panels; two lights; pull sockets **\$8.95**Boudoir Lamps complete; mahogany finish stand; one light; choice of silk shades in rose, gold or blue **\$2.95**

Gimbel's—Lamp Shop—Fifth Floor



Brooklyn, Long Island and New Jersey Customers Direct to Gimbels via Tubes and Subways